

Dana School of Music Presents: Carols & Cocoa

DATE: Wednesday, December 3, 2025
LOCATION: Youngstown, Ohio, US

Event Description

Dana School of Music Presents: Carols & Cocoa is a premier concerts event in Youngstown. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts

Importance Rank: 41/100

Expected Attendance: 352 people

Event ID: 6B73Hp9XTRijQSUb7T

Hotel Demand Indicators

ADR Impact Index: 5.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 141 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.